

"THE VOICE OF THE YALE CAMPUS"

THE YALE BROADCASTING COMPANY

18 April 1950

Program Director
Radio Station WJR
Detroit, Michigan

Dear Sir,

We Here at WYBC recently incorporated a new feature in our sign off procedure which should be of interest to you. We have found that there is a large number of students here on the Yale campus who listen to their radios after our one a. m. sign off time. As a special service to these members of our audience we now recommend in our sign off that they tune in to WYBC for their after hours listening.

Despite the distance of New Haven from Detroit, we have found reception of WJR to be sufficiently clear for it to be well worth while to take advantage of the early morning broadcasting by WJR.

Cordially,

The Yale Broadcasting Company

Howard Eaton, Jr.
Program Director

HE/ct

THE SPORTS PAGE SUN-FRI. 8:00-8:15

MUSICAL REPERTORY WED. 8:45-9:00

NOW. 8:50-9:00

YBC - 660 ON YOUR DIAL - NEWS, SPORTS, MUSIC, DRAMA -

" THE VOICE OF THE YALE CAMPUS "

WYBC
THE YALE BROADCASTING COMPANY

MEMORANDUM:

From: Program Department

To: All Baseball Fans

Re: Yale Home Games

THROUGH THE COURTESY OF THE STANLEY SOAP COMPANY, WYBC'S SPORTS DEPARTMENT WILL BRING YOU A HIT BY HIT DESCRIPTION OF ALL ELI HOME BASEBALL GAMES. YALE'S HIGHLY TOUTED DIAMONDMEN WILL BE DEFENDING THEIR EASTERN INTERCOLLEGIATE CROWN, SO DON'T MISS THE THRILL-PACKED BROADCASTS.

KEEP THIS SCHEDULE FOR YOUR REFERENCE.

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| Tuesday | April 13 | Fordham |
| Tuesday | April 20 | Connecticut |
| Thursday | April 22 | Boston College |
| Saturday | April 24 | Amherst |
| Tuesday | April 27 | Springfield |
| Thursday | April 29 | Massachusetts State |
| Wednesday | May 5 | Providence |
| Saturday | May 8 | Pennsylvania |
| Wednesday | May 12 | Columbia |
| Wednesday | May 19 | Trinity |
| Saturday | May 22 | Army |
| Wednesday | May 26 | Holy Cross |

CONSULT THE WYBC PROGRAM SCHEDULE IN THE YALE DAILY NEWS FOR THE TIME OF BROADCAST.

KEEP TUNED TO 640 kc. ON YOUR DIAL FOR COMPLETE AND ACCURATE SPORTS COVERAGE, AND LISTEN REGULARLY TO:

THE SPORTS PAGE SUN-FRI. 8:00-8:15

MULCAIRE REMEMBERS WED. 8:45-9:00

TIME OUT MON. 8:50-9:00

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